

Authors Roundtable

SEPTEMBER 25, 1967

DEAR HAROLD,

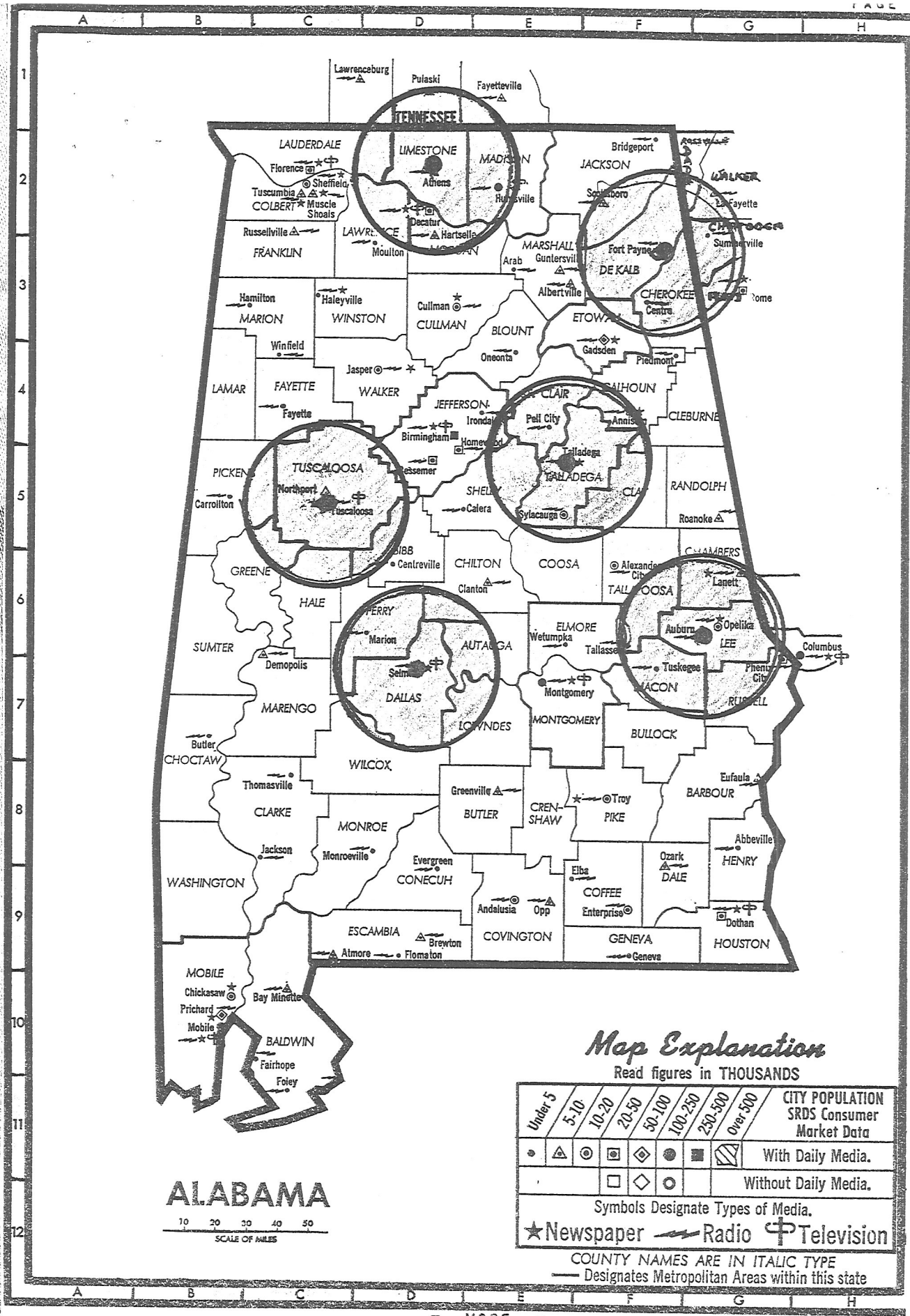
THE ATTACHED GOODIE, SOMETHING EUPHEMISTICALLY KNOWN AS A CLIENT-PUBLISHER USE-REPORT, (AND I FEEL AS IF I'VE JUST GIVEN BIRTH TO A CHILD NOT UNLIKE "ROSEMARY'S BABY")* REPRESENTS ONE HELL OF A LOT OF COMPUTATION ET AL. TIME, PARTICULARLY IN FIGURING OUT EACH SERVICED STATION'S EXCLUSIVE 25 MILE SIGNAL RADIUS AND WHAT PERCENTAGE OF EACH PARTIAL COUNTY, AND EACH PARTIAL COUNTY'S CONSUMER SPENDABLE INCOME + RADIO HOUSEHOLDS OUGHT BE ADDED TO SAME'S AGGREGATE ESTIMATED FIGURES. (UGH AND I.E. THE REASON FOR THE ALABAMA MAP ON PAGE 1.)

WHILE I'D LIKE TO DO HANDSTANDS (WOULD THAT I COULD AS FAT AND OLD AS I AM) RE THE CURRENT-NESS OF THESE STATISTICS, (AND THE MOST UP-TO-DATE-SRDS AND BROADCASTING STUFF WAS USED), IT MUST BE ADMITTED THAT SRDS RUNS AT LEAST 3 MONTHS (AND MORE LIKELY 6) BEHIND COMPILATION TO PRINTING AND THAT THE U.S. DEPT. OF COMMERCE (SOURCE OF THE CONSUMER SPENDABLE INCOME) RUNS EVEN MORE POOPILY BEHIND. BE THESE FACTORS AS THEY MAY, WE'VE DONE THE BEST WE COULD, (AND THAT WE IS ME) WITH WHAT WE HAD. (BOB LENT MORAL SUPPORT BY AGREEING THAT THE REPORT WAS GOOD, IN PRINCIPLE, AND CINDY AGREED ENROUTE TO HER ANALYST AND HAIRDRESSER. MAKES YOU WONDER WHY PEOPLE DON'T UNDERSTAND THE JEWISH SENSE OF SOMETHING...LIKE IF IT'S GOT TO BE DONE, LET MOISHE DO IT! DAMN! IN FACT, DOUBLE DAMN! BUT THEN, I'M BEING UNFAIR, CINDY DID HAVE TO CALCULATE THE COST OF THE LATEST FUR + IRON RAILING... NO DOUBT I SHOULD BE MORE UNDERSTANDING; SOMEHOW, I'M NOT.)

ANYWAY, HERE'S THE BLIND GOODY. AS MENTIONED, I NEITHER LEGALLY NOR MORALLY COULD LIST USE, AS PER OUR DELL (YOU SHOULD FORGIVE THE EXPRESSION) WHAT-EVER-IT-IS TYPE AGREEMENT. AS INDICATED, YOU MUST BEWARE, NOT OF GIFT BEARING GREEKS..RATHER OF GIFT AND TRUTH BEARING AETHEISTS....DANGEROUS PEOPLE, TO SAY THE LEAST.

CHEERS 'TIL NEXT TIME,
Dorothy
GENTLE DOROTHY

* ROSEMARY'S OFFSPRING IS THE ANTI/THESIS OF THE CHRIST CHILD,
A DEVIL BEGOTTEN-MORTAL GOD-MAN.



ALABAMA

10 20 30 40 50
SCALE OF MILES

JUNE	JULY	AUGUST	STATE/CITY	COUNTY	SRCS:STATION/ADDRESS/AFFILIATION	CS1**	RADIOHOMES	(%)	SRCS***
			ALABAMA						
			ATHENS	LIMESTONE	D2 WJMM ATHENS BROADCASTING Co., Inc. HINE STREET, ATHENS 35811 ADDITIONAL COUNTIES: MADISON, 50%; LAUDERDALE, 25%; LAW- RENCE, 33% AND MORGAN, 50%; + IN TENNESSEE: LINCOLN, 15%; GILES, 45% AND LAWRENCE, 15%. WABD ABC/KBS AUBURN BROADCASTING Co., Inc. Box 391, MONTGOMERY HIGHWAY AUBURN 36830 ADDITIONAL COUNTIES: CHAMBERS, 55%; TALLAPOOSA, 50%; MACON, 75%; RUSSELL, 50%. WZOB GLENN M. GRAVITT Box 126, Ft. PAYNE, 35967 ADDITIONAL COUNTIES: CHERO- KEE, 70%; JACKSON, 30%, AND ETOWAH, 10% + IN GEORGIA: CHATTOOGA, 70%; FLOYD, 15%; WALKER, 25% AND DADE, 33%. WHBR ABC TALTON Broadcasting Co. The People's Bank & Trust Co. Bldg., SELMA 36702 ADDITIONAL COUNTIES: LOWMEDES, 33%; AUTAUGA, 60%; CHILTON, 25%; PERRY, 90%; AND WILCOX, 1%. WEVY IND TALLABAMA Broadcasting Co., Inc. Box 287, 146 N. COURT STREET TALLADEGA 35160 ADDITIONAL COUNTIES: CLAY, 65%; CLEBURNE, 5%; CALHOUN, 20%; ST. CLAIR, 60%; SHELBY, 45%; AND COOSA, 10%. WNPI ABC WEST ALABAMA Broadcasting Co. Box 487, TUSCALOOSA 35403 ADDITIONAL COUNTIES: JEFFERSON, 3%; FAYETTE, 3%; PICKENS, 30%; GREENE, 15%; HALE, 33% AND BIBB, 20%. C5 TUSCALOOSA	348,392.	51,981	92%	\$ 12.00
			AUBURN	LEE	G6 WABD AUBURN BROADCASTING Co., Inc. Box 391, MONTGOMERY HIGHWAY AUBURN 36830 ADDITIONAL COUNTIES: CHAMBERS, 55%; TALLAPOOSA, 50%; MACON, 75%; RUSSELL, 50%. WZOB GLENN M. GRAVITT Box 126, Ft. PAYNE, 35967 ADDITIONAL COUNTIES: CHERO- KEE, 70%; JACKSON, 30%, AND ETOWAH, 10% + IN GEORGIA: CHATTOOGA, 70%; FLOYD, 15%; WALKER, 25% AND DADE, 33%. WHBR ABC TALTON Broadcasting Co. The People's Bank & Trust Co. Bldg., SELMA 36702 ADDITIONAL COUNTIES: LOWMEDES, 33%; AUTAUGA, 60%; CHILTON, 25%; PERRY, 90%; AND WILCOX, 1%. WEVY IND TALLABAMA Broadcasting Co., Inc. Box 287, 146 N. COURT STREET TALLADEGA 35160 ADDITIONAL COUNTIES: CLAY, 65%; CLEBURNE, 5%; CALHOUN, 20%; ST. CLAIR, 60%; SHELBY, 45%; AND COOSA, 10%. WNPI ABC WEST ALABAMA Broadcasting Co. Box 487, TUSCALOOSA 35403 ADDITIONAL COUNTIES: JEFFERSON, 3%; FAYETTE, 3%; PICKENS, 30%; GREENE, 15%; HALE, 33% AND BIBB, 20%. C5 TUSCALOOSA	212,478.	30,305	88%	9.00
			FORT PAYNE	DEKALB	F3 WZOB GLENN M. GRAVITT Box 126, Ft. PAYNE, 35967 ADDITIONAL COUNTIES: CHERO- KEE, 70%; JACKSON, 30%, AND ETOWAH, 10% + IN GEORGIA: CHATTOOGA, 70%; FLOYD, 15%; WALKER, 25% AND DADE, 33%. WHBR ABC TALTON Broadcasting Co. The People's Bank & Trust Co. Bldg., SELMA 36702 ADDITIONAL COUNTIES: LOWMEDES, 33%; AUTAUGA, 60%; CHILTON, 25%; PERRY, 90%; AND WILCOX, 1%. WEVY IND TALLABAMA Broadcasting Co., Inc. Box 287, 146 N. COURT STREET TALLADEGA 35160 ADDITIONAL COUNTIES: CLAY, 65%; CLEBURNE, 5%; CALHOUN, 20%; ST. CLAIR, 60%; SHELBY, 45%; AND COOSA, 10%. WNPI ABC WEST ALABAMA Broadcasting Co. Box 487, TUSCALOOSA 35403 ADDITIONAL COUNTIES: JEFFERSON, 3%; FAYETTE, 3%; PICKENS, 30%; GREENE, 15%; HALE, 33% AND BIBB, 20%. C5 TUSCALOOSA	179,323.	26,875	90%	9.75
			SELMA	DALLAS	D7 WHBR TALTON Broadcasting Co. The People's Bank & Trust Co. Bldg., SELMA 36702 ADDITIONAL COUNTIES: LOWMEDES, 33%; AUTAUGA, 60%; CHILTON, 25%; PERRY, 90%; AND WILCOX, 1%. WEVY IND TALLABAMA Broadcasting Co., Inc. Box 287, 146 N. COURT STREET TALLADEGA 35160 ADDITIONAL COUNTIES: CLAY, 65%; CLEBURNE, 5%; CALHOUN, 20%; ST. CLAIR, 60%; SHELBY, 45%; AND COOSA, 10%. WNPI ABC WEST ALABAMA Broadcasting Co. Box 487, TUSCALOOSA 35403 ADDITIONAL COUNTIES: JEFFERSON, 3%; FAYETTE, 3%; PICKENS, 30%; GREENE, 15%; HALE, 33% AND BIBB, 20%. C5 TUSCALOOSA	119,227.	21,588	89%	10.20
			TALLADEGA	TALLADEGA	E5 WEVY IND TALLABAMA Broadcasting Co., Inc. Box 287, 146 N. COURT STREET TALLADEGA 35160 ADDITIONAL COUNTIES: CLAY, 65%; CLEBURNE, 5%; CALHOUN, 20%; ST. CLAIR, 60%; SHELBY, 45%; AND COOSA, 10%. WNPI ABC WEST ALABAMA Broadcasting Co. Box 487, TUSCALOOSA 35403 ADDITIONAL COUNTIES: JEFFERSON, 3%; FAYETTE, 3%; PICKENS, 30%; GREENE, 15%; HALE, 33% AND BIBB, 20%. C5 TUSCALOOSA	190,450.	30,186	90%	12.00
			TUSCALOOSA	TUSCALOOSA	C5 WNPI ABC WEST ALABAMA Broadcasting Co. Box 487, TUSCALOOSA 35403 ADDITIONAL COUNTIES: JEFFERSON, 3%; FAYETTE, 3%; PICKENS, 30%; GREENE, 15%; HALE, 33% AND BIBB, 20%. C5 TUSCALOOSA	256,266.	36,469	91%	21.00
						\$1,306,136.	197,404		\$ 73.95

* SRDS: STANDARD RATE & DATA SERVICE MAP DESIGNATIONS (SEE PAGE 1.)

CS1: CONSUMER SPENDABLE INCOME (SEE PAGE 3. FOOTNOTE)

SPOT RATE CHARGE AS PER ADJUSTMENT (SEE PAGE 3, FOOTNOTE)

MORE

JUNE	JULY	AUGUST	STATE/CITY	COUNTY	STATION	STATION/ADDRESS/AFFILIATION	CS1**	RADIO HOMES	(%)	SRC***
			ARIZONA							
			FLAGSTAFF	COCONINO	F2	KEOS, Box 100, Zip 86002	IND \$ 38,212.	6,400	94%	\$ 16.50
			KINGMAN	MOHAVE	E2	KAAA, Box 549, Zip 864C1	IND \$ 21,100.	3,410	90%	\$ 16.20
			PHOENIX	MARICOPA	F4	KUEQ, W. BETHVHOMERD 85015	IND \$ 1,767,525.	235,050	97%	\$ 16.50
			PRESCOTT	YAVAPI	F3	KNOT, Box 151, Zip 86501	ABC \$ 72,582.	10,950	95%	\$ 15.75
			SAFFORD	GRAHAM	G4	KATO, TWINHEMTRHL 85546	IND \$ 26,100.	4,150	94%	\$ 16.50
			TUCSON	PIMA	F5	KFIJ, Box 5854 Zip 85705	IND \$ 649,900.	94,314	96%	\$ 13.50
			YUMA	YUMA	E4	KYUM, 1901 1st St. 85364	IND \$ 59,850.	8,150	93%	\$ 22.50
			ARKANSAS							
			BRINKLEY	MONROE	H5	KBR1, Box 711, Zip 72021	IND \$ 71,700.	14,755	87%	\$ 6.00
			HOPE	HEMPSTEAD	C6	KXAR, Box 138, Zip 71801	IND \$ 39,850.	8,275	89%	\$ 7.50
			HOT SPRINGS	GARLAND	D5	KBHS, 113 3rd St. 71919	IND \$ 177,800.	31,471	92%	\$ 39.00
			LITTLE ROCK	PULASKI	F4	KOKY, Box 1956 Zip 72203	IND \$ 575,500.	79,500	92%	\$ 36.00
			PARAGOULD	GREENE	J2	KRDS, Box 117, Zip 72450	IND \$ 67,000.	20,000	97%	\$ 7.95
			PINE BLUFF	JEFFERSON	F5	KPBA, Box 33, Zip 71601	IND \$ 150,820.	26,450	91%	\$ 21.00
			CALIFORNIA							
			BARSTOW	SAN BERNARDINO	G9	KWTC, Box 697, Zip 92513	IND \$ 2,257,258.	195,200	96%	\$ 13.50
			EUREKA	HUMBOLDT	A3	KRED, Box 3E3E Zip 95502	MBS \$ 291,500.	36,150	95%	\$ 30.00
			FRESNO	FRESNO	D7	KBIF, 261 N. B'WAY 93701	IND \$ 898,500.	117,200	95%	\$ 21.00
			LONG BEACH	L.A.***	E10	KEER, 3759 ATLCAV 90807	IND \$ 9,200,200.	1,662,900	98%	\$ 24.00
			LOS ANGELES	L.A.***	E10	KABC, 3321 S. LACIEN 90016	ABC \$ 25,200,000.	2,286,500	98%	\$ 80.00
			LOS BANOS	MERCED	C7	KLBS, Box 672, Zip 93635	IND \$ 192,500.	26,900	91%	\$ 12.00
			MOJAVE	KERN	E9	KDOL, Box 968, Zip 93501	ABC \$ 786,690.	95,975	93%	\$ 6.00
			OROVILLE	BUTTE	C4	KAOR, 580 O.DMBLVD 95965	IND \$ 278,095.	41,325	95%	\$ 15.00
			RIDGECREST	KERN	E9	KLOA, Box 696, Zip 93555	IND \$ 786,690.	95,975	93%	\$ 12.00
			SAN FRANCISCO	S.F.***	B6	KGO, 277 GILNGATEAV 94102	ABC \$ 9,000,000.	310,000	94%	\$ 177.00
			SAN FRANCISCO	S.F.***	B6	KFXA, 1470 PINE ST. 94109	KEYS \$ 9,000,000.	310,000	94%	\$ 177.00
			SAN FRANCISCO	S.F.***	B6	KCBS, SHERPALHIL 94105	IND \$ 9,000,000.	310,000	94%	\$ 177.00
			SANTA BARBARA	Santa Barbara	D9	KACL, 3850 STATE ST. 93105	IND \$ 590,000.	67,000	95%	\$ 15.00
			STOCKTON	SAN JOAQUIN	C6	KMG, Box 5007 Zip 95205	MBS \$ 1,900,500.	215,520	94%	\$ 24.00
			WATSONVILLE	SANTA CRUZ	B7	KOMY, 40 ATKNSLANE 95076	IND \$ 250,000.	34,600	97%	\$ 18.00
			COLORADO							
			ARVADA (DENVER)	JEFFERSON	E5	KQX1, Box 1, Zip 80002	IND \$ 2,159,175.	265,475	98%	\$ 18.00
			ASPEN	PITKIN	D5	KSNO, Box E, Zip 81611	IND \$ 10,200.	1,250	87%	\$ 18.00
			COLORADO SPRINGS	EL PASO	F6	KRDO, Box 1457 Zip 80901	IND \$ 366,350.	55,625	96%	\$ 30.00
			DELTA	DELTA	B6	KDTA, Box 452, Zip 81416	IND \$ 58,295.	11,280	95%	\$ 7.50
			PUEBLO	PUEBLO	F7	KXAM, Box 293, Zip 81002	ABC \$ 256,550.	37,246	96%	\$ 25.35
			SALIDA	CHAFFEE	D6	KVRH, Box 166, Zip 81201	ABC \$ 58,200.	11,000	96%	\$ 9.75
			STERLING	LOGAN	G3	KGEK, CTRYCLBDHVE 81082	IND \$ 46,750.	8,100	99%	\$ 11.70
							\$ 2,955,520.	389,976		\$ 120.30

* SRDS: STANDARD RATE & DATA SERVICE'S MAP DESIGNATIONS
 ** CS1: CONSUMER SPENDABLE INCOME, AS PER SRDS'S STATISTICS
 *** SRC: SPOT RATE CHARGE, AS PER SRDS'S FIGURES ON EACH STATION'S SINGLE, MOST EXPENSIVE, 1 MINUTE-TIME-CHARGE, AS MULTIPLIED BY 3, TO CO-INCIDE WITH AUTHOR'S ROUNDTABLE'S STANDARD 3 MINUTES-LONG EDIT
 **** S.F.: IN ADDITION TO REGULAR STATION COVERAGE, AUTHOR'S ROUNDTABLE CON-TINUALLY MAKES EVERY EFFORT TO UPGRADE ITS STATIONS-SERVICED LIST

AUTHOR'S ROUNDTABLE STATION LIST

JUNE/JULY/AUGUST 1967 DISCS

STATE/CITY	COUNTY	SRDS STATION/ADDRESS/AFFILIATION	CS1**	RADIO HOMES	(%)	SRC**
CONNECTICUT	WINDHAM	F2 WLLI, Box 496, Zip 06226	MBS \$ 1,072,200.	131,714	96%	\$ 21.00
FLORIDA			\$ 1,072,200.	131,714		\$ 21.00
DADE CITY	PASCO	F6 WDCF, Box 1077 Zip 33525	IND \$ 206,275.	40,260	91%	\$ 6.60
DE FUNIAK Sp.	WALTON	B3 WZEP, Box 387, Zip 32433	NAS 153,150.	26,800	93%	\$ 9.00
FERMANDINA B.	NASSAU	F3 WFBF, Box 691, Zip 32034	KBS 565,355.	77,385	90%	\$ 7.50
FORT PIERCE	St. Lucie	H7 WARN, Box 1330 Zip 33451	CBS 178,246.	29,500	95%	\$ 15.75
GAINESEVILLE	ALACHUA	F4 WGGG, Box 926, Zip 32601	CBS 250,250.	53,900	94%	\$ 15.00
HOMESTEAD	DADE	H10 WIII, Box 98, Zip 33030	IND 3,190,550.	429,550	93%	\$ 36.00
LAKE WORTH	PALM BEACH	H8 WLIZ, Box 945, Zip 33461	KBS 579,300.	57,950	93%	\$ 12.00
MARIANNA	JACKSON	C3 WTOT, Box 569, Zip 32446	KBS 153,100.	30,000	92%	\$ 10.80
MILTON	SANTA ROSA	C3 WBBY, Box 588, Zip 32570	MBS 410,750.	59,775	93%	\$ 18.00
NEW SAYRNA B.	Volusia	G5 WSB, Box 125, Zip 32069	IND 281,750.	50,100	91%	\$ 10.20
St. AUGUSTINE	St. Johns	G4 WETH, Box 978, Zip 32084	IND 102,390.	16,250	92%	\$ 15.00
SARASOTA	SARASOTA	F8 WSPB, Box 428, Zip 33578	CBS 360,490.	60,775	91%	\$ 19.50
SEBRING	HIGHLAND	G7 WSEB, Box 428, Zip 33870	NBC 78,100.	14,300	92%	\$ 12.00
TALLAHASSEE	LEON	D3 WTLA, Box 1369 Zip 32302	ABC 238,065.	26,000	93%	\$ 15.00
GEORGIA			\$ 6,747,771.	972,545		\$ 202.35
ALBANY	DOUGHERTY	C9 WJAZ, Box 545, Zip 31702	IND \$ 213,300.	33,300	92%	\$ 17.25
ATLANTA	FULTON	C4+ WSB, 1601 W. Peachtree 30309	NBC 2,727,900.	390,200	96%	\$ 210.00
AUGUSTA	RICHMOND	F6 WRDW, Box 1405 Zip 29841	ABC 70,140.	15,100	91%	\$ 13.50
BLAKELY	EARLY	B9 WBBK, Box 568, Zip 31723	KBS 42,210.	11,050	78%	\$ 9.00
BRUNSWICK	GLYNN	G9 WMOG, Box 100, Zip 31521	K/CBS 99,730.	15,650	93%	\$ 16.50
ELBERTON	ELBERT	E4 WSGC, Box 638, Zip 30635	IND 100,210.	35,950	89%	\$ 6.30
FITZGERALD	BEN HILL	D9 WBBB, Box 100, Zip 31750	K/MBS 83,050.	14,900	89%	\$ 7.50
GAINESEVILLE	HALL	D4 WLBA, 1177 1/2 Wash. S. W30501	KBS/Key 127,950.	32,175	93%	\$ 16.50
GLENNVILLE	TATNALL	F8 WLBA, Box 98, Zip 30427	IND 94,100.	31,000	87%	\$ 9.00
MADISON	MORGAN	D5 WYTH, Box 29, Zip 30650	KBS 110,975.	20,050	86%	\$ 9.00
SAVANNAH	CHATHAM	H8 WSOK, Box 2118 Zip 31404	IND 407,100.	59,100	90%	\$ 33.00
HAWAII			\$ 4,076,685.	658,565		\$ 347.55
HILO	HAWAII	G5+ KIPA, Box 1602 Zip 96720	IND \$ 182,950.	15,000	91%	\$ 14.55
HONOLULU	HONOLULU	D2 KND1, Box 1516 Zip 96806	IND 1,300,350.	130,220	96%	\$ 15.00
IDAHO			\$ 1,483,300.	145,220		\$ 29.55
BOISE	ADA	D5 KIDO, Box 4248 Zip 83705	NBC \$ 206,850.	67,100	98%	\$ 24.00
IDAHO FALLS	BONNEVILLE	G5 KUP1, Box 2008 Zip 83402	IND 195,999.	20,150	98%	\$ 12.00
SANDPOINT	BONNER	D1 KSPT, Box 640, Zip 83864	KBS 29,900.	7,100	96%	\$ 12.00
			\$ 432,749.	94,350		\$ 60.00

* **SRDS:** STANDARD RATE & DATA SERVICE'S MAP DESIGNATIONS
 ** **CS1:** CONSUMER SPENDABLE INCOME, AS PER SRDS' STATISTICS
 *** **SRC:** SPOT RATE CHARGE, AS PER SRDS' FIGURES ON EACH STATION'S SINGLE MOST EXPENSIVE, 1-MINUTE-TIME-CHARGE, AS MULTIPLIED BY 3, TO GO-INSIDE WITH AUTHOR'S ROUNDTABLE'S STANDARD 3 MINUTES-LONG EDIT
 + ATLANTA'S WSB COVERS FULTON & DE KALB COUNTIES, C4 AND C5
 ++ HAWAII COUNTY COVERS G & H BY 4, 5 & 6 ON SRDS STATION MAPS

AUTHOR'S ROUNDTABLE STATION LIST

JUNE/JULY/AUGUST 1967 DISCS

JUNE	JULY	AUGUST	State/City	COUNTY	SRD	STATION/Address/Affiliation	CS1*	Radio Homes	(%)	SRC**
			ILLINOIS							
			CARDONDALE	JACKSON	D10	WCIL, Drw. 801, Zip 62902 ABC	\$ 331,300.	53,950	95%	\$ 33.00
			CHICAGO	COOK	G3	WMAQ, Merchsemt Zip 60654 NBC	20,590,000.	5,850,900	98%	450.00
			DANVILLE	VERMILLION	G6	WDAN, 17 W.N St. Zip 61833 CBS	710,250.	95,500	93%	21.00
			DECATUR	MACON	E6	WDJ, 265 S.Pr. Zip 62523 IND	535,200.	85,500	94%	30.00
			DIXON	LEE	E3	WIXN, 1460 Cal.Aw. Zip 61021 MBS	310,725.	48,200	96%	25.50
			JACKSONVILLE	MORGAN	C7	WJIL, E.MortonMo. Zip 62650 IND	525,785.	72,500	93%	22.50
			LAWRENCEVILLE	LAWRENCE	G8	WAKO, Box 210, Zip 62439 IND	36,990.	143,684	92%	23.25
			MACOMB	McDONOUGH	C5	WKA1, 119 W.Carl. Zip 61455 IND	78,100.	220,550	96%	19.50
			PEORIA	PEORIA	D5	WPEO, Box 1020, Zip 61602 MBS	810,367.	105,890	96%	36.00
							\$23,928,717.	6,676,671		\$660.75
			INDIANA							
			BEDFORD	LAWRENCE	D9	WB1W, Box 127, Zip 47421 MBS	\$ 109,500.	19,685	92%	\$ 14.55
			GOSHEN	ELKHART	E2	WKAM, 930 E.Linch Zip 46526 IND	2,000,500.	168,000	94%	15.00
			INDIANAPOLIS	MARIION	E6	WIBC, 2835 N.Ll. Zip 46208 IND	3,100,050.	800,000	93%	150.00
			MARIION	GRANT	F5	WMRI, 820 S.Pa.St. Zip 46153 CBS/KBS	395,850.	50,187	93%	18.00
			MICHIGAN CITY	LA PORTE	D2	WLMS, Old Chg.Ro. Zip 46311 IND	512,250.	46,990	94%	24.00
			TERRE HAUTE	VIGO	B7	WVAC, 641 Ohio Zip 47808 MBS	432,734.	72,120	95%	21.00
							\$ 6,550,884.	1,156,982		\$242.55
			IOWA							
			CEDAR RAPIDS	LINN	J4	KCRG, 1st Av/1st St. Zip 52404 ABC	\$ 621,050.	76,900	98%	\$ 33.00
			CHEROKEE	CHEROKEE	C3	KCHE, 201 S.5th Zip 51012 IND	210,350.	21,998	97%	18.00
			DAVENPORT	SCOTT	L5	KNNT, 1019 Mound Zip 52801 MBS	1,320,000.	127,900	97%	16.86
			DES MOINES	POLK	F5	KIOA, 8th & Keo Wm Zip 50309 EN	940,790.	115,500	97%	105.00
			IOWA FALLS	HARDIN	F4	KIFG, Box 919 Zip 50126 IND	79,800.	15,865	97%	15.00
			OSKALOOSA	MAHASKA	G6	KBOE, Box 380, Zip 52577 MBS	260,200.	51,000	97%	20.50
			WASHINGTON	WASHINGTON	J6	KC11, Box 370, Zip 52353 MBS	287,800.	41,700	93%	12.45
							\$ 3,719,990.	450,863		\$220.81
			KANSAS							
			FORT SCOTT	BOURBON	L5	KMD0, - - Zip 66701 IND	\$ 79,500.	18,500	93%	\$ 9.00
			GARDEN CITY	FINNEY	D5	KUPK, Box 798, Zip 67846 IND	45,250.	6,900	93%	21.00
			JUNCTION CITY	GEARY	H3	KJCK, 724 N.Wash. Zip 66441 IND	79,500.	11,500	93%	21.00
			NORTON	E2	KNB1, 289 Ctr. Rd. Zip 67654 IND	49,100.	8,900	95%	18.00	
			TOPEKA	SHAWNEE	K3	WREN, 1001 Fluore Zip 66604 IND	500,100.	69,100	96%	33.00
							\$ 753,450.	114,900		\$102.00

* SRDS: STANDARD RATE & DATA SERVICE'S MAP DESIGNATIONS
 ** CS1: CONSUMER SPENDABLE INCOME, AS PER SRDS'S STATISTICS
 *** SRC: SPOT RATE CHANGE, AS PER SRDS'S FIGURES ON EACH STATION'S SINGLE MOST EXPENSIVE, 1 MINUTE-TIME-CHANGE, AS MULTIPLIED BY 3, TO CO-INCIDE WITH AUTHOR'S ROUNDTABLE'S STANDARD 3 MINUTES-LONG-EDIT CHICAGO METROPOLITAN AREA: ARLINGTON HTS., BELLWOOD, BERYWN, BROOKFIELD, CALUMET CITY, CHICAGO HEIGHTS AND CINCERO.
 + DAYENPORT/ROCK ISLAND COMBINED COVERAGE FIGURES: (DAVENPORT IN SCOTT COUNTY((L5)) + ROCK ISLAND AND MOLINA IN ROCK ISLAND COUNTY ((C3)).

AUTHOR'S ROUNDTABLE STATION LIST

INDIVIDUAL CLIENT-BAND NO.

JUNE/JULY/AUGUST 1967 DISCS

PAGE 6.

JUNE	JULY	AUGUST	STATE/CITY	COUNTY	STATION/ADDRESS/AFFILIATION	CS1**	RADIO HOMES (%)	SRC***
			KENTUCKY	HARRISON	H4 WCYN, PIKE&WMT. ZIP 41031 KBS	\$ 465,100.	90,150 97%	\$ 9.00
			CYNTHIANA	BARREN	F6 WCDS, Box 478, ZIP 42141 IND	101,800.	24,100 92%	\$ 9.75
			GLASGOW	HARLAN	K6 WHLN, Box 898, ZIP 40831 KBS	132,500.	41,820 91%	14.95
			HARLAN	ESTILL	J5 WIRV, 141 B'way ZIP 40336 KEVN	163,100 92%	58,100 92%	12.00
			IRVINE	JEFFERSON	G4 WAVE, 725 S. FLOW ZIP 40203 NBC	6,000,995.	2,500,980 96%	60.00
			LOUISVILLE	HOPKINS	D6 WFMW, Box 351, ZIP 42431 IND	170,100.	39,897 93%	15.40
			MADISONVILLE	PIKE	L5 WLSI, N. Mayo Trail ZIP 41501 IND	140,895.	49,325 90%	16.80
			PIKEVILLE	LOGAN	E7 WRUS, Box 110, ZIP 42276 KBS	105,400.	28,830 90%	15.00
			RUSSELLVILLE			\$ 7,280,290.	2,833,202	\$152.90
			LOUISIANA	RAPIDES	C4 KSYL, Box 1489, ZIP 71302 NBC	\$ 241,900.	91,380 91%	\$ 22.50
			ALEXANDRIA	ST. MARY	D5 KFRA, Box 427, ZIP 70538 IND	195,250.	39,990 89%	10.00
			FRANKLIN	TERREBONNE	E6 KCIL, Box 1031, ZIP 70361 KBS	200,340.	39,490 89%	21.00
			HOUMA	CALCASIEU	B5 KPLC, Box 1488, ZIP 70604 NBC	208,500.	61,400 93%	27.00
			LAKE CHARLES	OUACHITA	C2 KNOE, Box 4067, ZIP 71205 CBS	298,900.	64,100 93%	31.50
			MONROE	ORLEANS	F5 WDSU, 1500 CANAL ZIP 70112 IND	\$ 3,110,525.	299,920 93%	105.00
			NEW ORLEANS			\$ 4,255,415.	956,310	\$217.00
			MAINE	KENNEBEC	D8 WRDO, 251 WATER ZIP 04330 NBC	\$ 455,700.	69,870 93%	\$ 22.50
			AUGUSTA	AROOSTOOK	F1 WSJR, Box 7, ZIP 04756 ABC	175,850.	39,895 97%	15.00
			MADAWASKA	CUMBERLAND	B9 WJAB, 841 MAIN ZIP 04106 IND	650,875.	92,875 95%	39.00
			WESTBROOK			\$ 1,281,825.	202,610	\$ 76.50
			MARYLAND	BALTIMORE	H3 WBAL, 3800 HPRAY ZIP 21211 NBC	\$ 4,680,000.	595,998 97%	\$175.00
			BALTIMORE	DORCHESTER	J6 WCEN, THE PINES ZIP 21613 IND	135,980.	25,800 96%	18.00
			CAMBRIDGE	CECIL	K2 WSER, Box 38, ZIP 21921 IND	1,425,900.	143,250 92%	15.00
			ELKTON			\$ 6,241,880.	765,048	\$208.00
			MASSACHUSETTS	SUFFOLK	J4 WBOS, 400 CAMEL TRAIL ZIP 02215 ABC	\$ 9,695,500.	1,120,500 98%	\$ 54.00
			BOSTON +	SUFFOLK	J4 WBZ, 1170 SUDRA FZ ZIP 02134 WEST	9,695,500.	1,120,500 98%	270.00
			BOSTON ++	BERKSHIRE	B4 WSBS, 250 W. Rte. 7 ZIP 01230 MBS	490,575.	89,975 98%	15.00
			GREAT BRINGTON	FRANKLIN	D3 WCAT, BROOKSIDE RD. ZIP 01364 NAS	1,220,200.	158,750 97%	18.00
			ORANGE			\$21,101,775.	2,489,725	\$357.00
			MICHIGAN	WASHTENAW	G11 WOIB, Box 5, ZIP 48107 IND	\$ 920,500.	205,800 96%	\$ 27.00
			ANN ARBOR	WAYNE	G10 WWJ, 622 LAF. BOND ZIP 48231 NBC	10,420,500.	1,800,500 97%	240.00
			DETROIT ++	WAYNE	G10 WJR, D. Brod. Trn ZIP 48226 IND	10,420,500.	1,800,500 97%	81.00
			DETROIT	GENESSEE	G9 WAMM, 740 S. Sag. ZIP 48502 IND	1,700,500.	398,900 97%	21.00
			FLINT	HILLSDALE	F11 WCSR, 168 N.W. Hdz ZIP 49242 IND	468,975.	68,400 96%	18.00
			HILLSDALE	OTTAWA	D9 WHTC, 4TH CENTRAL ZIP 49424 IND	335,250.	51,865 98%	15.00
			HOLLAND	IRON	B4 WIKB, IRON RIVER ZIP 49935 IND	84,200.	21,900 99%	13.75
			IRON RIVER	KALAMAZOO	D11 WKPR, 2244 RAVEN ZIP 49001 IND	1,505,900.	87,500 97%	15.00
			KALAMAZOO	WAYNE	G10 WBRB, Box 489, ZIP 48043 IND	10,420,500.	1,800,500 97%	27.00
			MT. CLEMENS ++	WAGON	D4 WCON, Box 326, ZIP 49862 KBS	38,500.	7,500 97%	12.75
			MUNISING	ALGER	D4 WTCM, P. BAYNBLOG ZIP 49684 NBC	102,500.	18,100 95%	18.00
			TRAVERSE CITY	GRAND TRAVERSE	D6	\$36,417,825.	6,261,465	\$488.50

* AS ON PAGES 3,4,5
 ** AS ON PAGES 3,4,5
 *** AS ON PAGES 3,4,5

+ COVERS: BROOKLINE, CAMBRIDGE, WALTHAM & MIDDLESEX
 ++ ADDITIONAL MAJOR MARKET COVERAGE
 +++ COVERS DETROIT + SUBURBAN AREAS

- MORE -

JUNE	JULY	AUGUST	STATE/CITY	COUNTY	STATION	ADDRESS/AFFILIATION	CS1**	RADIO HOMER	(%)	SRC***
			MINNESOTA							
			DETROIT LAKES	BECKER	C5	KOLM, 1340 Remond R. ZIP 56501 IND	\$ 38,500.	9,950	96%	\$ 18.00
			DULUTH(SUP.)	ST. LOUIS	F5	KDZ, 218 B'way ZIP 55802 CBS	655,900.	108,200	96%	75.00
			E. GRAND FORKS	POLK	B5	KRAD, Box 349, ZIP 56721 IND	175,850.	52,800	98%	18.75
			EVELETH	ST. LOUIS	F5	WEVE, WEVE Bldg. ZIP 55734 K/MBS	168,500.	45,400	96%	15.50
			INT'L FALLS	KOCHICHING	D4	KGHS, Box 591, ZIP 56649 NAS	44,300.	8,500	97%	16.50
			MINNEAPOLIS	HENNEPIN	E8	WLTL, 1021 LaSalle ZIP 55403 IND	4,999,850.	595,900	98%	60.00
			ORTONVILLE	BIG STONE	B8	KDLO, Trist. Bldg. ZIP 56278 IND	108,250.	35,100	97%	30.00
			REDWOOD FALLS	REDWOOD	C9	KLGR, 209 S. Wash. ZIP 56283 MBS	75,000.	14,250	97%	30.00
			ROCHESTER	OLMSTED	F10	KROC, 100 1st Av. ZIP 55901 NBC	340,500.	46,975	97%	28.50
			ST. CLOUD	STEARNB	D7	WJON, Lin/RS.E. ZIP 56302 MBS	235,900.	58,100	98%	24.00
			WADENA	WADENA	C6	KWAD, PHOENIX B. ZIP 56482 ABC/KBS	116,800.	36,200	96%	18.00
			WORTHINGTON	NOBLES	C10	KWDA, THOMAS HOTEL ZIP 56187 IND	92,000.	19,875	99%	24.00
			MISSISSIPPI				\$ 7,051,350.	1,031,250		\$ 358.35
			ABERDEEN	MONROE	G4	WMPA, Box 402, ZIP 39730 IND	170,900.	35,000	89%	\$ 10.50
			BILLOXI+++	HARRISON	F11	WLTX, B. Vista Hn. ZIP 39530 MBS	370,950.	88,700	92%	20.00
			BROOKHAVEN	LINCOLN	C9	WCHJ, 224 1st St. ZIP 39601 IND	82,900.	18,950	92%	12.50
			CENTREVILLE	AMITE	C9	WBS, Box 9728, ZIP 39631 KBS	56,200.	12,850	90%	12.00
			CLEVELAND	BOLIVAR	C4	WCLD, Hwy. 61 S. ZIP 38732 NAS	102,690.	29,200	90%	15.00
			HATTIESBURG	FORREST	F10	WXXX, Box 1492, ZIP 39401 KBS	240,500.	58,400	92%	18.00
			LOUISVILLE	WINSTON	F5	WLSM, Box 111, ZIP 39339 IND	89,500.	18,500	95%	12.50
			MISSOURI				\$ 1,113,540.	261,600		\$ 100.50
			CARTHAGE	JASPER	D6	KDMD, 1201 E. Crt ZIP 64836 KBS	285,100.	48,200	92%	\$ 12.00
			DEXTER	STODDARD	U6	KDEX, Box 380, ZIP 65841 IND	136,200.	26,900	92%	10.00
			FULTON	CALLAWAY	F3	KTAL, 5TH & MKT. ZIP 65251 IND	280,950.	42,875	94%	24.00
			LEBANON	LACLEDE	F5	KLWT, 221 E. Com. ZIP 65536 KBS	62,500.	12,275	95%	10.00
			ST. JOSEPH	BUCHANAN	C3	KUSN, 8TH & FRED. ZIP 64501 IND	550,250.	66,900	93%	19.50
			ST. LOUIS	CLAYTON	H4	KXLW, 2735 BONT. ZIP 63144 IND	5,950,900.	685,450	95%	45.00
			SALEM	DENT	G5	KSMO, Box 71, ZIP 65560 IND	94,500.	17,900	93%	12.00
			MONTANA				\$ 7,360,400.	902,500		\$ 132.50
			BELGRADE	GALLATIN	D4	KGWV, Rt. 1H, 72 ZIP 59714 KBS	72,950.	14,985	97%	\$ 12.00
			BILLINGS	YELLOWSTONE	F4	KUHL, Box 1875, ZIP 59103 IND	215,500.	38,000	98%	15.00
			GLENDIVE	DAWSON	H2	KGLE, Box 931, ZIP 59330 KBS	45,000.	5,975	98%	14.10
			KALISPELL	FLATHEAD	B1	KGEZ, Box 600, ZIP 59901 IND	71,500.	8,800	98%	19.50
			NEBRASKA				\$ 404,950.	67,760		\$ 60.60
			CHADRON	DAVES	B2	KCSR, Box 931, ZIP 69337 IND	23,295.	5,100	95%	\$ 22.00
			FAIRBURY	JEFFERSON	F4	KGMT, Box 425, ZIP 60352 KBS	39,108.	8,975	94%	15.00
			LEXINGTON	DAWSON	E4	KRYN, 104 W. 8TH ZIP 68850 IND	75,120.	11,500	95%	54.00
			OMAHA+++	DOUGLAS	G3	KRON, 304 S. 18th ZIP 68102 IND	1,490,900.	171,595	95%	30.00
			YORK	YORK	F4	KAWL, KAWL Bldg. ZIP 68467 KBS	92,500.	16,500	99%	15.00
							\$ 1,720,923.	213,670		\$ 136.00

* AS ON PAGES 3, 4, 5 & 6
 ** AS ON PAGES 3, 4, 5 & 6
 *** AS ON PAGES 3, 4, 5 & 6

+ COVERS: FARGO, BISMARCK, GRAND FORKS & ABERDEEN, N.D.
 ++ COVERS: ST. PAUL
 +++ COVERS: GULFPORT
 ++++ COVERS: COUNCIL BLUFFS, IOWA

- MORE -

INDIVIDUAL CLIENT-BAND NO.	JUNE	JULY	AUGUST	STATE/CITY	COUNTY	STATION	ADDRESS/AFFILIATION	CS**	Radio Homes	(%)	SRC**
				NEVADA	CLARK	D5	KENO, FLMOG/Phos.Zip 89109 IND	\$ 590,900.	89,000	95%	\$ 27.00
				LAS VEGAS				\$ 590,900.	89,000		\$ 27.00
				NEW HAMPSHIRE	COOS	F2	WMOU, 27GRNSGare.Zip 03570 ABC	\$ 92,500.	12,875	92%	\$ 21.00
				BERLIN	SULLIVAN	E6	WTSV, 221 WASHST.Zip 03743 IND	\$ 159,750.	49,850	96%	\$ 22.50
				CLAREMONT	BELNAP	F6	WLNH, PARADE Rd.Zip 03246 CBS	\$ 242,500.	56,900	96%	\$ 18.00
				LACONIA				\$ 494,750.	119,625		\$ 61.50
				NEW JERSEY	CAPE MAY	D11	WCMG, 3010 NJAV.Zip 08260 MUT	\$ 115,850.	22,950	95%	\$ 13.50
				WILDWOOD				\$ 115,850.	22,950		\$ 13.50
				NEW MEXICO	BERNALILLO	F3	KARA, 4011MNUCLB.WZip 87110 KBS	\$ 720,500.	99,300	96%	\$ 16.50
				ALBUQUERQUE	SAN JUAN	B2	KHAP, Box J, Zip 87410 IND	\$ 185,250.	48,200	92%	\$ 12.00
				AZTEC	EDDY	G5	KAVE, Box 1538, Zip 88220 MBS	\$ 109,500.	19,800	95%	\$ 22.50
				CARLSBAD				\$ 1,015,250.	167,300		\$ 51.00
				NEW YORK	YATES	C6	WFLR, Box 130, Zip 74837 IND	\$ 292,500.	55,450	96%	\$ 12.75
				DUNDEE	ESSEX	G4	WIRD, Box 788, Zip 12947 MBS	\$ 77,800.	12,500	95%	\$ 18.00
				LAKE PLACID	NIAGARA	B5	WUSJ, 320MICHANV.Zip 14094 IND	\$ 2,275,500.	280,750	96%	\$ 22.05
				LOCKPORT	NEW YORK	G10	WNVC, MuncPLBLd.Zip 10008 NYC	\$ 49,493,308.	18,900,000	98%	\$ N.Y.C.
				NEW YORK CITY	CATTARAUGUS	B7	WMNS, W.Staterd.Zip 14760 ABC	\$ 412,100.	59,850	97%	\$ 27.00
				OLEAN	OSWEGO	E5	WSGO, 71 W.Brpg.Zip 13126 IND	\$ 990,500.	72,850	96%	\$ 18.00
				OSWEGO	PORT JERVIS	G9	WDLG, Box 920, Zip 12771 KEY	\$ 997,900.	70,950	95%	\$ 15.00
				PORT JERVIS	ONEIDA	E5	WADR, Box 1480, Zip 13438 IND	\$ 399,575.	81,000	97%	\$ 30.00
				REMSEN	SUFFOLK	H10	WAPC, Box 666, Zip 11902 IND	\$ 899,200.	98,500	98%	\$ 27.00
				RIVERHEAD	SCHEENECTADY	G6	WGY, 1400BTHW.Rd.Zip 12309 NBC	\$ 1,780,300.	224,200	97%	\$ 150.00
				SCHEENECTADY	WESTCHESTER	H9	WFA5, WHITEPLAINS Zip 10602 IND	\$ 49,493,308.	18,900,000	98%	\$ 105.00
				WHITE PLAINS				\$ 107,107,991.	38,756,050		\$ 124.80
				NORTH CAROLINA	JOHNSON	H4	WPVB, Box 215, Zip 27504 KBS	\$ 193,500.	39,250	87%	\$ 12.00
				BENSON	TRANSTYLVANIA	C5	WPNF, PIGANBOG.Zip 28712 IND	\$ 298,000.	44,950	90%	\$ 9.90
				BREYARD	DURHAM	G4	WDNC, 138E.CNPHULZip 27701 CBS	\$ 1,250,900.	145,800	94%	\$ 36.00
				DURHAM	PASQUOTANK	K3	WCNC, Box 535, Zip 27909 KEY	\$ 92,875.	16,900	89%	\$ 16.50
				ELIZABETH	RICHMOND	F5	WKDX, Box 826, Zip 28345 IND	\$ 152,900.	37,500	84%	\$ 15.00
				HAULET	WILMINGTON	D5	WKMT, Box 669, Zip 28086 NAS	\$ 610,820.	90,295	86%	\$ 12.50
				KINGS MOUNTAIN	ONCLOW	J5	WJNC, Box E, R24 Zip 28541 IND	\$ 145,800.	32,850	88%	\$ 18.00
				JACKSONVILLE	MITCHELL	C4	WTOE, Box 536, Zip 28777 KBS	\$ 99,500.	37,900	89%	\$ 12.00
				SPRUCE PINE				\$ 2,844,295.	445,445		\$ 131.90
				NORTH DAKOTA	RAMSEY	F2	KOLR, 400 12AV, Zip 58301 MUT	\$ 36,900.	4,750	97%	\$ 21.00
				DEVILS LAKE	STARK	C4	KDIX, Box 1248, Zip 58601 CBS	\$ 49,950.	9,835	98%	\$ 30.00
				DICKINSON	WARD	D2	KLPM, Box 10, Zip 58701 IND	\$ 115,250.	15,250	95%	\$ 25.50
				MINOT	DICKKEY	F5	KEYD, 110 UNIV. Zip 58474 IND	\$ 55,800.	9,100	97%	\$ 14.25
				OAKES	WILLIAMS	B1	KEYZ, Box 1240, Zip 58801 MBS	\$ 60,850.	8,150	96%	\$ 25.50
				WILLISTON				\$ 318,750.	47,085		\$ 116.25

* AS ON PAGES 3,4,5,6,7
 ** AS ON PAGES 3,4,5,6,7
 *** AS ON PAGES 3,4,5,6,7

+ N.Y.C.'s MUNICIPAL STATION, NON-COMMERCIAL AND COVERING
 + ENTIRE GREATER N.Y. AREA
 + COVERS GREATER N.Y. AREA

AUTHOR'S ROUNDTABLE STATION LIST
 INDIVIDUAL CLIENT-BAND NO.

JUNE/JULY/AUGUST 1967 DISCS

JUNE	JULY	AUGUST	STATE/CITY	COUNTY	STATION	ADDRESS/AFFILIATION	CS*	RADIO HOMES	(%)	SRC**
			OHIO							
			BUCKEY	CRAWFORD	D5	WBCO, Box 31, Zip 44820 IND	\$ 530,000.	109,100	95%	\$ 15.00
			CANTON	STARK	F5	WOIO, 4601H/Drd. Zip 44708 CBS	2,416,995.	307,250	96%	29.70
			CELINA	MERCER	A5	WCSM, Box 341 Zip 45822 IND	365,400.	56,900	98%	16.50
			CHILLICOTHE	ROSS	D8	WCHI, 1022 Estm Av Zip 45601 IND	484,160.	82,500	93%	13.50
			CINCINNATI	HAMILTON	A8	WLW, 140 W. 9th Zip 45202 NBC	3,705,500.	465,500	96%	300.00
			CLEVELAND I	CUYAHOGA	F4	WJW, 1101 Euclid Zip 44115 IND	8,555,100.	862,250	96%	165.00
			GALLIPOLIS	GALLIA	E9	WJEN, Box 448 Zip 45631 NAS	2,490,500.	43,990	89%	18.00
			WORTHINGTON	FRANKLIN	D7	WRFD, Peop Bccte Zip 43085 IND	\$18,843,605.	597,995	95%	\$41.70
			OKLAHOMA							
			BLACKWELL	KAY	F1	KLTR, Box 70 Zip 74631 IND	\$ 125,950.	22,900	94%	\$ 84.00
			GUYNOM	TEXAS	B2	KGYN, Box 130 Zip 73942 KEY	32,850.	5,875	95%	10.35
			LAWTON	COMANCHE	D4	KSWO, Box 709 Zip 73501 ABC	199,500.	31,850	93%	22.50
			MCLESTER	PITTSBURG	G4	KTMG, Box 157 Zip 74501 KBS	84,950.	17,200	93%	4.50
			OKLAHOMA CITY	OKLAHOMA	E3	KJEM, 515 N. Ben. Zip 73102 IND	250,900.	185,900	93%	10.00
			VINITA	CRAIG	G2	KVIN, KVIN Bldg. Zip 74301 KBS	NAS 140,200.	27,500	93%	15.00
			OREGON							
			COTTAGE GROVE	LANE	E1	KNND, Box 7 Zip 97427 KBS	\$ 197,350.	29,450	97%	\$ 13.50
			GRANTS PASS	JOSEPHINE	F1	KAGI, Box 148 Zip 97526 IND	240,350.	37,950	96%	21.00
			HILLSBORO	WASHINGTON	C1	KUIK, Box 335 Zip 97123 KEY	1,822,350.	241,065	97%	16.50
			NORTH BEND	COOS	F1	KBBR, Box 308 Zip 97459 IND	129,800.	22,900	96%	24.00
			PENDELTON	UMATILLA	D4	KUMA, Box 278 Zip 97801 ABC	105,250.	22,450	96%	18.00
			THE DALLES	WASCO	D3	KODL, Scenic Drv. Zip 97058 KBS	115,300.	17,950	95%	13.50
			PENNSYLVANIA							
			ALTOONA	BLAIR	E6	WFBG, COMM. PARK Zip 16601 IND	\$ 645,975.	105,250	94%	\$ 69.00
			CHAMBERSBURG	FRANKLIN	F7	WCHA, Cntr Press B. Zip 17201 IND	520,950.	105,900	95%	22.50
			DOYLESTOWN	BUCKS	L6	WBUX, E. Bcctc Co. Zip 18901 IND	6,915,680.	827,810	97%	27.00
			ERIE	ERIE	B1	WICU, 3514 State Zip 16508 ABC	572,500.	80,350	95%	36.00
			GREENVILLE	MERCER	B3	WGRP, Box 189 Zip 16125 IND	1,051,838.	160,350	95%	19.50
			LEWISBURG	ALLEGHENY	G5	WUNS, Box 432 Zip 17044 ABC	350,990.	52,900	95%	22.50
			MCKEESPORT VI	SCHUYLKILL	B5	WEDO, Box 810 Zip 15132 CBS	7,500,950.	1,850,475	97%	30.00
			POTTSVILLE	ALLEGHENY	J5	WPAM, Box 629 Zip 17901 IND	1,450,900.	175,800	92%	14.25
			SCRANTON	LACKAWANA	K3	WPTS, 1000 Clay Zip 18642 IND	1,350,900.	185,625	97%	21.00
			SOMERSET	SOMERSET	D7	WVSC, Box 231 Zip 15501 IND	125,600.	23,700	95%	16.50
			WELLSBORO	TIOGA	G2	WNBT, 89 Main St. Zip 16901 MBS	78,950.	11,110	93%	18.00
			YORK	YORK	H7	WSBA, Box 910 Zip 17405 Estm	1,275,850.	166,850	97%	90.00
							\$21,821,083.	3,746,120		\$386.25

* AS ON PAGES 3,4,5,6,7,8
 ** AS ON PAGES 3,4,5,6,7,8
 *** AS ON PAGES 3,4,5,6,7,8
 I ALSO COVERS COVINGTON, KENTON,
 NEWPORT & CAMPBELL, KY. (H3)
 II ALSO COVERS CLEVELAND HEIGHTS
 III ALSO COVERS COLUMBUS, OHIO METRO. AREA
 IV ALSO COVERS NORMAN, OKLAHOMA
 V ALSO COVERS COOS BAY, OREGON
 VI ALSO COVERS PITTSBURGH, BRADDOCK AND
 CARNEGIE METRO AREAS; STATISTICS QUOTED
 ARE CUMULATIVE.

INDIVIDUAL CLIENT-BAND No.	JUNE	JULY	AUGUST	STATE/CITY	COUNTY	STATION	ADDRESS/AFFILIATION	CS1*	RADIO HOMES	(%)	SRC**
				SOUTH CAROLINA							
				CHARLESTON	CHARLESTON	F8	WQSN, Box 891 ZIP 29402 ABC	\$ 450,200.	62,100	91%	\$ 24.00
				COLUMBIA	CHARLESTON	E5	WNOK, Box 5307 ZIP 29205 IND	523,550.	69,450	94%	22.50
				FLORENCE	FLORENCE	F5	WYNN, 163 N. COLT ZIP 29501 SPD	289,790.	49,850	90%	18.00
				FOUNTAIN INN	GREENVILLE	B5	WFIS, Box 156 ZIP 29644 NAS	818,295.	114,100	91%	15.00
				LORIS	HORRY	G5	WLSC, Box 1677 ZIP 29569 KBS	157,950.	27,875	89%	15.00
								\$ 2,239,785.	323,375		\$ 94.50
				SOUTH DAKOTA							
				RAPID CITY	PENNINGTON	B3	KOTA, Box 1752 ZIP 57701 CBS	\$ 178,900.	21,500	97%	\$ 45.00
				SIOUX FALLS	MINNEHAWA	G4	KELO, Pkps/13TH ZIP 57102 NBC	299,300.	39,495	98%	42.00
				WINNER	TRIPP	E4	KWYR, Box 491 ZIP 57580 IND	27,775.	4,955	97%	25.50
								\$ 505,975.	65,950		\$ 112.50
				TENNESSEE							
				ATHENS	McMINN	H5	WLAR, Box 449 ZIP 37303 W/KBS	291,200.	42,970	91%	\$ 12.00
				BROWNSVILLE	HAYWOOD	B5	WBHT, Box 198 ZIP 38012 IND	208,300.	40,192	83%	12.00
				COLUMBIA	MAURY	E5	WKRM, Box 71 ZIP 38401 IND	159,275.	34,170	95%	10.50
				KINGSFORD	SULLIVAN	M5	WKPT, Box 569 ZIP 37668 NBC	510,550.	82,975	94%	15.00
				KNOXVILLE	KNOX	J4	WKXV, Box 2269 ZIP 37901 IND	2,205,413.	130,600	94%	18.00
				MANCHESTER	COFFEE	F5	WMSR, OAKDLEST. ZIP 37355 IND	190,250.	48,250	95%	10.50
				MEMPHIS	SHELBY	A5	WMC, Box 420 ZIP 38104 NBC	1,595,790.	300,725	94%	72.00
				ONEIDA	SCOTT	H4	WBNT, Box 68 ZIP 37841K/NAS	97,350.	25,350	91%	10.00
				PARIS	HENRY	C4	WTPR, DAVISBLDG. ZIP 35242 IND	150,350.	30,920	92%	15.00
								\$ 5,408,478.	736,152		\$ 175.00
				TEXAS							
				AMARILLO	POTTER	B2	KBUY, Box 2828 ZIP 79105 ABC	\$ 404,850.	54,950	96%	\$ 30.00
				AUSTIN	TRAVIS	E7	KVET, 113 W 8TH ZIP 78701 ABC	128,300.	26,400	93%	19.80
				CLARKSVILLE	RED RIVER	G4	KCAR, Box 609 ZIP 75426 KEY	116,850.	25,920	88%	9.00
				CORPUS CHRISTI	NUECES	E9	KRYS, Box 6218 ZIP 78411 IND	520,975.	74,990	92%	45.00
				DEL RIO	VAL VERDE	B7	KDLK, BEDELLAVE ZIP 78840 IND	48,975.	8,710	96%	9.00
				FARWELL	PARMER	A3	KZOL, Box 458 ZIP 79325 IND	106,216.	18,375	95%	12.00
				FREESPORT	BRAZORIA	G8	KBRZ, Box 2077 ZIP 77541 IND	160,100.	25,750	93%	21.00
				HOUSTON	HARRIS	G7	KTRH, RICHOTEL ZIP 77032 CBS	3,482,995.	415,950	94%	120.00
				KILLEEN	BELL	E6	KLEN, Box 935 ZIP 76543 IND	225,075.	35,875	92%	18.00
				LAGRANGE	FAYETTE	F7	KVLG, Box 965 ZIP 78965 IND	27,500.	8,440	93%	14.00
				LONGVIEW	GREGG	G5	KFRD, Box 792 ZIP 75601 IND	335,450.	52,200	90%	21.60
				LUBBOCK	LUBBOCK	B4	KCBD, Box 1507 ZIP 79408 NBC	534,300.	75,850	96%	15.00
				LUFKIN	ANGELINA	G6	KTRE, Box 729 ZIP 75902 MUT	139,995.	28,250	90%	18.00
				MEXIA	LIMESTONE	F6	KBUS, 215 E. CAME ZIP 76667 KBS	99,950.	20,275	91%	45.00
				MINERAL WELLS	PALO PINTO	E4	KORC, Box 638 ZIP 76707 IND	115,950.	23,640	93%	12.00
				MONAHANS	WARD	A6	KVKM, DRAWER K ZIP 79756 MBS	304,900.	39,875	93%	12.00
				PAMPA	GRAY	C2	KPDN, HUGHESBLDG. ZIP 79065 MUT	107,250.	19,845	94%	15.00
				PORT LA VACA	CALHOUN	F8	KGUL, 213N. COLST. ZIP 77979 IND	72,850.	12,950	94%	12.60
				RAYMONDVILLE	WILLACY	E10	KSOX, Box 1240 ZIP 78560 KBS	480,350.	86,995	88%	12.00
				SAN ANTONIO	BEXAR	D7	KUKA, 501W. QINCEY ZIP 78212 IND	1,602,300.	220,100	94%	30.00
				SHERMAN	GRAYSON	F4	KTXO, Box 220 ZIP 75091 MBS	152,990.	25,975	93%	10.00
								\$ 9,168,071.	1,301,315		\$ 499.00

* AS ON PAGES 3 - 9
 ** AS ON PAGES 3 - 9
 *** AS ON PAGES 3 - 9
 ! ALSO COVERS N. CHARLESTON
 !! ALSO COVERS CAYCE
 !!! ALSO COVERS ALAMO HEIGHTS & TERRELL HILLS

AUTHOR'S ROUNDTABLE STATION LIST

JUNE/JULY/AUGUST 1997 DISCS

JUNE	JULY	AUGUST	STATE/CITY	COUNTY	STATION/ADDRESS/AFFILIATION	CS1**	RADIO HOMES (%)	SRC***
			UTAH	SAN JUAN	H11 KUTA, Box 790 Zip 84511 NBC	\$ 7,890.	1,450 86%	\$ 8.00
			BLANDING	GRAND	H9 KURA, Box 368 Zip 84532 ABC	\$ 17,395.	2,995 94%	\$ 8.00
			MOAB	SALT LAKE CITY	F6 KWIC, Box 19158 Zip 84119 IND	\$ 1,230,500.	165,900 96%	\$ 22.50
			SALT LAKE CITY			\$ 1,255,785.	170,345	\$ 38.50
			VERMONT	RUTLAND	C6 WHWB, Box 591 Zip 05701 IND	\$ 145,950.	19,875 95%	\$ 18.00
			RUTLAND			\$ 145,950.		\$ 18.00
			VIRGINIA	FALLS CHURCH	F1 FAIRFAX K3 WFAX, Towers Sq. Zip 22046 IND	\$ 8,928,790.	759,850 95%	\$ 24.00
			LYNCHBURG	CAMPBELL	G5 WDM5, 801 MAIN Zip 24504 IND	\$ 295,900.	42,875 91%	\$ 12.00
			NORFOLK	NORFOLK	L6 WRAP, Box 598 Zip 23501 IND	\$ 850,775.	103,795 92%	\$ 84.00
			RADFORD	MONTGOMERY	E5 WRAD, WRAD B Co. Zip 24141 NAS	\$ 241,550.	80,775 89%	\$ 18.00
			RICHMOND	HENRICO	K5 WTVR, Box 11064 Zip 23230 IND	\$ 1,178,990.	136,950 92%	\$ 54.00
			WASHINGTON	ANACORTES		\$ 11,496,005.	1,124,245	\$ 192.00
			COLVILLE	SKAGIT	B1 KAGT, Box 96 Zip 98221 IND	\$ 108,500.	18,300 97%	\$ 14.50
			OTHELLO	STEVENSON	E1 KCVL, Box 268 Zip 99114 IND	\$ 41,950.	9,100 94%	\$ 15.00
			PORT ANGELES	ADAMS	E3 KRSC, Box 1400 Zip 99344 IND	\$ 104,990.	22,875 96%	\$ 16.20
			SEATTLE	CLALLAM	A2 KAPY, Box 392 Zip 98362 IND	\$ 78,975.	11,750 96%	\$ 13.50
			TOPEKA	KING	C2 KBLE, 114 Lk. Rd. Zip 98122 IND	\$ 3,950,250.	450,925 96%	\$ 30.00
			TOPEKA	YAKIMA	D4 KENE, Box 36 Zip 98948 IND	\$ 299,900.	47,550 95%	\$ 16.20
			WEST VIRGINIA	KANAWHA	E5 WTIP, Box 3032 Zip 25331 ABC	\$ 670,250.	87,950 92%	\$ 33.00
			CHARLESTON	FAIRMONT	H3 WTCS, Box 1549 Zip 26555 ABC	\$ 485,950.	69,950 92%	\$ 18.00
			WISCONSIN	CORNELL	++ RUSK C5 WLDY, Hwy 8 Lbys Zip 54848 IND	\$ 108,490.	16,895 95%	\$ 12.00
			EAU CLAIRE	++ EAU CLAIRE C6 WEAQ, Box 1 Zip 54702 NBC	\$ 1,395,750.	79,850 97%	\$ 36.00	
			MAURISTON	JUNEAU	E7 WRJC, 200 Hwy Zip 53948 KBS	\$ 144,612.	48,995 92%	\$ 12.00
			MARINETTE	G5 MARINETTE D6 WJAM, 400 Wells Zip 54143 NBC	\$ 109,995.	29,650 97%	\$ 15.00	
			NEILLSVILLE	CLARK	D6 WCCN, Wis. Wld. R. Zip 54456 IND	\$ 85,960.	24,150 98%	\$ 12.00
			PLATEVILLE	GRANT	D7 WSWW, Box 1 Zip 53818 IND	\$ 149,975.	43,875 97%	\$ 21.00
			SHAWANO	SHAWANO	F6 WTCB, 107 E. Hwy Zip 54166 IND	\$ 390,275.	100,250 95%	\$ 20.00
			SHEBOYGAN	WATERTOWN	F9 WTKS, Box 649 Zip 53082 MBS	\$ 210,975.	71,995 99%	\$ 25.00
			JEFFERSON	WITTN, 104 W. Main Zip 53094 KEY	\$ 795,895.	175,250 98%	\$ 21.00	
			WYOMING	EVANSTON	D5 KEVA, Box 190 Zip 82930 ABC	\$ 28,950.	8,975 97%	\$ 9.00
			LARAMIE	++ ALBANY	G5 KOMB, Box 818 Zip 82070 IND	\$ 175,950.	49,875 97%	\$ 9.00
			POWELL	PARK	E2 KPOW, Box 968 Zip 82435 ABC	\$ 42,775.	8,950 97%	\$ 11.70
			SHERIDAN	SHERIDAN	F2 KMWO, 140 E. L. C. Zip 82801 ABC	\$ 51,895.	9,295 98%	\$ 11.70
			THERMOPOLIS	HOT SPRINGS	E3 KRTR, 500 B. Hwy Zip 82443 MBS	\$ 43,975.	10,885 97%	\$ 12.00
						\$ 343,545.	87,980	\$ 53.40

INDIVIDUAL CLIENT-BAND NO.

AUTHOR'S ROUNDTABLE STATION LIST

JUNE/JULY/AUGUST 1967 DISCS

PAGE 12.

JUNE	JULY	AUGUST	STATE/CITY	COUNTY	STATION/ADDRESS/AFFILIATION	CS1**	RADIO HOMES (%)	SRC**
			PUERTO RICO		1st SEN. DISTRICT WKYN, Box 9986 ZIP 00908 IND	\$ 1,975,950.	++	\$ 30.00
			SAN JUAN +			\$ 1,975,950.	++	\$ 30.00
			VIRGIN ISLANDS		WBMB, Box 1947 ZIP 00801 ABC	\$ ++	++	\$ 12.90
			ST. THOMAS			\$ ++	++	\$ 12.90

* AS ON PAGES 3 THROUGH 11
 ** AS ON PAGES 3 THROUGH 11
 *** AS ON PAGES 3 THROUGH 11
 + ALSO COVERS SANITURGE
 ++ SRDS' STATISTICS UNAVAILABLE

STATE TOTALS: CUMULATIVE RUNDOWN

STATE	PAGE	CONSUMER SPENDABLE INCOME	RADIO HOMES	SPOT RATE CHARGE
ALABAMA	1+2	\$ 1,306,136.	197,404	\$ 73.95
ARIZONA		2,635,269.	362,424	117.45
ARKANSAS		1,082,670.	180,471	117.45
CALIFORNIA	3	69,631,733.	5,835,245	729.50
COLORADO		2,955,520.	389,976	120.30
CONNECTICUT		1,072,200.	131,714	21.00
FLORIDA		6,747,771.	972,545	202.35
GEORGIA	4	4,076,685.	658,565	347.55
HAWAII		1,483,300.	145,220	29.55
IDAH0		432,749.	94,350	60.00
ILLINOIS		23,928,717.	6,676,674	660.75
INDIANA	5	6,550,884.	1,156,982	242.55
IOWA		3,719,990.	450,863	220.81
KANSAS		753,450.	114,900	102.00
KENTUCKY		7,280,290.	2,833,202	152.90
LOUISIANA		4,255,415.	956,310	217.00
MAINE		1,281,825.	202,640	76.50
MARYLAND	6	6,241,880.	765,048	208.00
MASSACHUSETTS		21,101,775.	2,489,725	357.00
MICHIGAN		36,417,825.	6,261,465	488.50
MINNESOTA		7,051,350.	1,031,250	358.35
MISSISSIPPI		1,113,540.	261,600	100.50
MISSOURI	7	7,360,400.	902,500	132.50
MONTANA		404,950.	67,760	60.60
NEBRASKA		1,720,923.	213,670	136.00
NEVADA		590,900.	89,000	27.00
NEW HAMPSHIRE		494,750.	119,625	61.50
NEW JERSEY		115,850.	22,950	13.50
NEW MEXICO		1,015,250.	167,300	51.00
NEW YORK	8	107,107,991.	38,756,050	424.80
NORTH CAROLINA		2,844,295.	445,445	131.90
NORTH DAKOTA		318,750.	47,085	116.25
BALANCE CARRIED FORWARD		\$333,095,033.	72,999,958	\$6,159.01

- MORE -

AUTHOR'S ROUNDTABLE STATION LIST

JUNE/JULY/AUGUST 1967 DISCS

PAGE 13.

STATE TOTALS: CUMULATIVE RUNDOWN

STATE	PAGE	CONSUMER SPENDABLE INCOME	RADIO HOMES	SPOT RATE CHARGE
BALANCE CARRIED FORWARD		\$333,095.033.	72,999,958	\$6,159.01
OHIO	9	18,843,605.	2,525,485	641.70
OKLAHOMA		834,350.	291,225	146.35
OREGON		2,613,400.	371,765	165.50
PENNSYLVANIA		21,821,083.	3,746,120	386.25
SOUTH CAROLINA		2,239,785.	323,375	94.50
SOUTH DAKOTA	10	505,975.	65,950	112.50
TENNESSEE		5,408,478.	736,152	175.00
TEXAS		9,168,071.	1,301,315	499.00
UTAH		1,255,785.	170,345	38.50
VERMONT		145,950.	19,875	18.00
VIRGINIA	11	11,496,005.	1,124,245	192.00
WASHINGTON		4,584,565.	560,500	105.40
WEST VIRGINIA		1,156,200.	157,900	51.00
WISCONSIN		3,391,927.	590,910	174.00
WYOMING		343,545.	87,980	53.40
PUERTO RICO	12	1,975,950.	-*	30.00
VIRGIN ISLANDS		-*	-*	12.00
NATIONAL TOTALS**		\$418,879,707.	85,073,100	\$9,054.11

* STANDARD RATE & DATA SERVICE STATISTICS UNAVAILABLE
 ** THESE TOTALS DO NOT INCLUDE THE AUDIENCES OF EITHER THE U.S. ARMED FORCES
 RADIO NETWORK OR THE CANADIAN BROADCASTING CORPORATION.

THE END

Persenal

FROM SOUNDS GOOD, INC. 342 MADISON AVENUE NEW YORK, NEW YORK 10017	
To	MR. HAROLD WEISBERG HYATTSTOWN, MARYLAND ZIP CODE 20734
CONTENTS - MERCHANDISE POSTMASTER: This parcel may be opened for postal inspection if necessary. If not delivered in 30 days return to sender. Return and forwarding Postage Guaranteed.	

*Please Don't Feed Bird
@ Purchase*

*Two Class
U.S. Mail*

